



## **FOR IMMEDIATE RELEASE**

### **Media Power grows and undergoes a complete renewal: major clients and international markets**

The redesign of Media Power's website reflects a deeper transformation in the company's strategic structure carried out over the past five years.

Building on installations delivered since the early 2000s, the company has identified the need to redefine its positioning to support a new phase of growth.

In recent years, Media Power has secured significant international contracts, leading to a refreshed logo, a complete rethink of the website structure and a recalibration of its industrial direction.

#### **A clear shift in direction**

In the past, part of the business was driven by market demand for specific products, whereas the current approach focuses on leveraging the company's accumulated experience as a system integrator in high-value technology projects.

According to the management's strategy, the website now takes on a more institutional and representative role.

The digital platform becomes primarily a relationship tool for high-level stakeholders seeking systems and complex projects, rather than a channel focused on supplying individual products.

The objective is to focus on clients requiring advanced expertise in system integration and large-scale technological infrastructures.

From a technological perspective, the company continues to operate on projects characterized by a high level of digital integration between IT infrastructures and audiovisual environments, with strong attention to IP-based systems and ecosystems built on the latest standards.

#### **Through the effective use of Artificial Intelligence**

Some brands were already present in the previous configuration, while others, introduced through more recent partnerships, better align with the current operating model.

Among the most recent partnerships is SMT Multicam, a solution widely used in flexible production environments such as small television productions, visual radio, conference rooms and mobile production units.

The system also finds application in medical environments and in all scenarios requiring agile and scalable multi-camera workflows.

Another technology included in the new partner ecosystem is Vicinity, a platform designed to reduce latency and improve data transfers over IP networks.

The system optimizes bandwidth usage and enhances the performance of distributed workflows, enabling not only fast data transfer between remote locations but also efficient use of local applications on remote storage.



A significant evolution of the company's identity

More specifically, the company's new strategic structure is built around three main development directions.

The first concerns energy intelligence.

In collaboration with specialized technology partners, Media Power aims to develop solutions for optimizing the energy efficiency of large digital infrastructures and data centers, with the goal of reducing consumption through advanced monitoring and energy management systems.

**The second direction focuses on complex system integration.**

The company increasingly operates in environments where audiovisual infrastructures, IP networks and IT systems converge, moving beyond the traditional broadcast domain to work on hybrid, highly interoperable architectures.

**The third area of development concerns data transfer infrastructures.**

The ability to manage distributed data flows efficiently becomes a central component in new media ecosystems and large-scale digital platforms.

At the same time, Media Power has introduced an evolution in customer relationship management.

The company's CRM system now integrates a ticketing environment that enables structured handling of technical support requests.

Through this system, it is possible to remotely access client-installed systems, intervene on infrastructures and manage issues even across significant geographical distances.

The operating model allows the management of systems located in distributed data centers and the control of unattended equipment without the need for on-site presence.

Overall, the new website represents not only a visual or communication update, but the reflection of a broader industrial repositioning.

Media Power aims to strengthen its role as a technology integrator for complex international projects, addressing stakeholders operating in environments where digital infrastructures, data management and audiovisual systems converge into large-scale platforms.

**Media Power fully renews its website to reflect its strategic evolution over the past five years.**

The company strengthens its international presence, with major contracts driving a shift from product supply to complex system integration.

Its strategy is based on three pillars: energy intelligence, complex system integration and data transfer infrastructure.

The new positioning targets international clients and large-scale projects, reinforcing Media Power's role in integrating digital infrastructure, data management and audiovisual systems.